



## GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services  
757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • [www.columbus.gov](http://www.columbus.gov)

OFFICE USE ONLY

Comments:

Application Number: #12320-00744

Commission/Group: \_\_\_\_\_

Date Received: 10 DEC. 2012

Planning Area: \_\_\_\_\_

Date of Hearing: FEB 2012

Acreage: \_\_\_\_\_

Fee: \$1900

Existing Zoning: \_\_\_\_\_

Accepted by: JF

Zoning Map #: \_\_\_\_\_

### TYPE(S) OF ACTION REQUESTED

(Check all that apply)

☐ Variance ☒ Graphics Plan ☐ Special Permit ☐ Miscellaneous Graphic

Indicate what the proposal is and list applicable code sections. State what it is you are requesting.

Describe Please see attached statement.

### LOCATION

1. Certified Address Number and Street Name 4004 Gramercy Street

City Columbus

City/State OH

Zip 43219

Parcel Number (only one required) 010-247208

### APPLICANT

2. Name Easton Town Center LLC

3. Address 4016 Townsfair Way Suite 201

City/State Columbus, OH

Zip 43219

4. Phone # 414-7300

Fax # \_\_\_\_\_

Email \_\_\_\_\_

### PROPERTY OWNER(S)

2. Name Easton Town Center LLC, et al.

3. Address 4016 Townsfair Way Suite 201

City/State Columbus, OH

Zip 43219

4. Phone # 414-7300

Fax # \_\_\_\_\_

Email \_\_\_\_\_

☐ Check here if listing additional property owners on a separate page.

**PAID**  
**DEC 10 2012**  
**BUILDING & ZONING SERVICES**

### ATTORNEY / AGENT (CIRCLE ONE)

8. Name Jeffrey L. Brown / Smith & Hale LLC

9. Address 37 W. Broad St., Suite 725

City/State Columbus, OH

Zip 43215

10. Phone # 221-4255

Fax # 221-4409

Email \_\_\_\_\_

### SIGNATURES

11. Applicant Signature Easton Town Center LLC

By: [Signature]

12. Property Owner Signature Easton Town Center LLC, et al.

By: [Signature]

13. Attorney / Agent Signature [Signature]





# CITY OF COLUMBUS

## DEPARTMENT OF BUILDING AND ZONING SERVICES

### One Stop Shop Zoning Report Date: Fri Jan 4 2013

General Zoning Inquiries: 614-645-8637

#### SITE INFORMATION

**Address:** 4004 GRAMERCY ST Unit 728 COLUMBUS, OH

**Mailing Address:**

**Owner:** ETC GARAGE LLC

**Parcel Number:** 010291114

#### ZONING INFORMATION

**Zoning:** Z97-083A, Commercial, CPD

effective 7/19/1999, Height District H-110

**Board of Zoning Adjustment (BZA):** N/A

**Commercial Overlay:** N/A

**Graphic Commission:** 12320-00376

**Area Commission:** Northeast Area Commission

**Planning Overlay:** N/A

**Historic District:** N/A

**Historic Site:** No

**Council Variance:** N/A

**Flood Zone:** OUT

**Airport Overlay Environs:** N/A

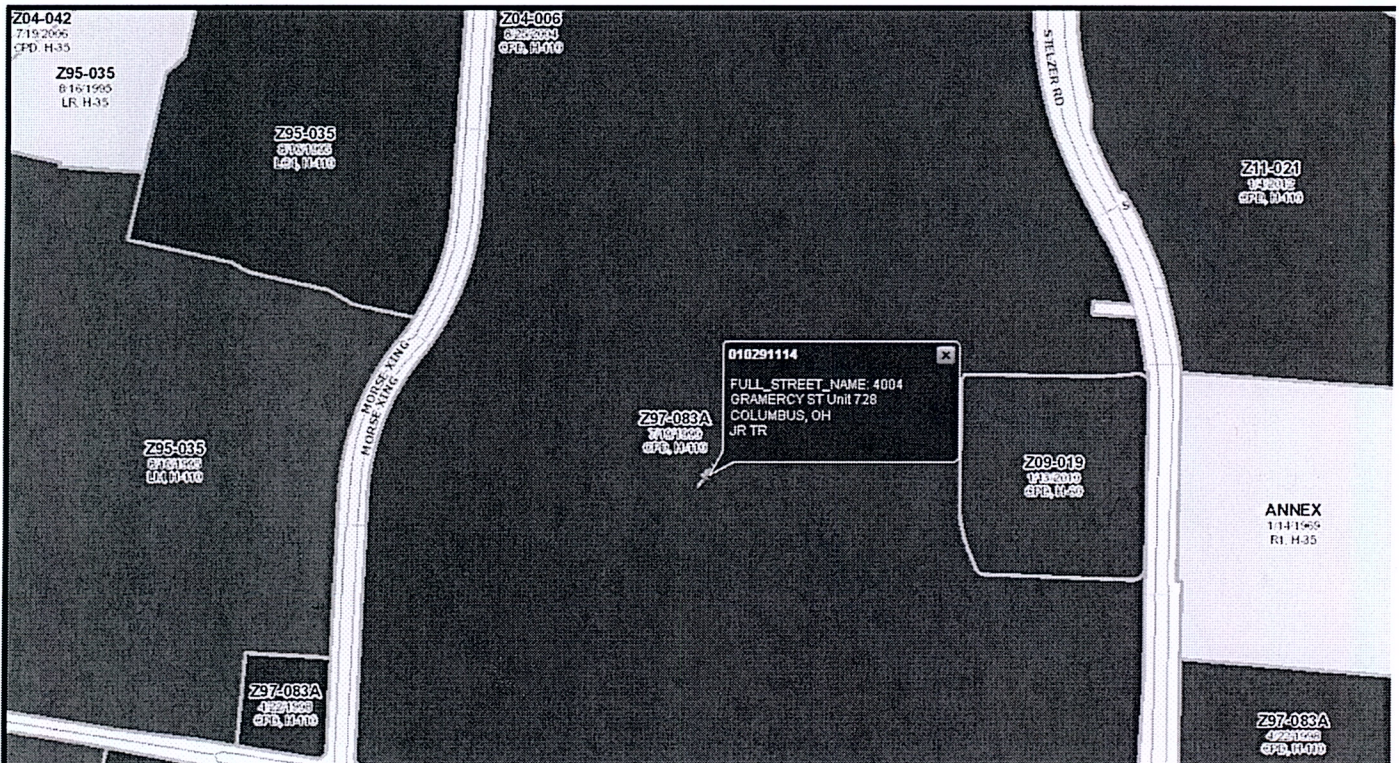
#### PENDING ZONING ACTION

**Zoning:** N/A

**Board of Zoning Adjustment (BZA):** N/A

**Council Variance:** N/A

**Graphic Commission:** N/A







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### AFFIDAVIT

(See next page for instructions)

APPLICATION # \_\_\_\_\_

STATE OF OHIO  
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME Jeffrey L. Brown  
of (1) MAILING ADDRESS 37 W. Broad St., Suite 725, Columbus, OH 43215  
deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the name(s) and mailing address(es) of all the owners of record of the property located at  
(2) per CERTIFIED ADDRESS FOR PROPERTY 4004 Gramercy Street  
for which the application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building and Zoning Services, on (3) \_\_\_\_\_

(THIS LINE TO BE FILLED OUT BY CITY STAFF)

SUBJECT PROPERTY OWNERS NAME  
AND MAILING ADDRESS

(4) Easton Town Center LLC, et al.  
4016 Townsfair Way, Suite 201  
Columbus, OH 43219

APPLICANT'S NAME AND PHONE #  
(same as listed on front of application)

Easton Town Center LLC, et al.  
414-7300

AREA COMMISSION OR CIVIC GROUP  
AREA COMMISSION ZONING CHAIR OR  
CONTACT PERSON AND ADDRESS

(5) Northeast Area Commission  
c/o Alice Porter  
3130 McCutcheon Place  
Columbus, OH 43219

and that the following is a list of the **names and complete mailing addresses**, including **zip codes**, as shown on the **County Auditor's Current Tax List or the County Treasurer's Mailing List**, of all the **owners of record of property within 125 feet** of the exterior boundaries of the property for which the application was filed, **and** all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property:

(6) PROPERTY OWNER(S) NAME      (6A) ADDRESS OF PROPERTY      (6B) PROPERTY OWNER(S) MAILING ADDRESS

Please see attached list.

☐ (7) Check here if listing additional property owners on a separate page.

SIGNATURE OF AFFIANT

Subscribed to me in my presence and before me this 10<sup>th</sup> day of October, in the year 2012

SIGNATURE OF NOTARY PUBLIC

My Commission Expires:



DAVID L. HODGE  
ATTORNEY AT LAW  
Notary Public, State of Ohio  
My Commission Has No Expiration  
Section 147.03 R.C.



Mayor Michael B. Coleman

## GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services

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### STATEMENT OF HARDSHIP

APPLICATION # \_\_\_\_\_

#### 3382.05 Variance.

Any request for a Variance from this Graphics Code shall be heard and decided by the Graphics Commission as provided by the Graphics Code.

- A. The Graphics Commission shall have the power, upon application, to grant a Variance from one (1) or more provisions of this Graphics Code. No Variance shall be granted unless the Commission finds that a hardship exists, based upon special physical conditions which:
1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or
  2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or
  3. Prevent a reasonable return in service, use or income compared to other conforming premises in the same district; and
  4. Where the result of granting the variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.
- B. In granting a Variance, the Graphics Commission may impose such requirements and conditions regarding the location, character, and other features of the *graphics* as the Commission deems necessary to carry out the intent and purpose of this Graphics Code and to otherwise safeguard the public safety and welfare.
- C. Nothing in this Graphics Code shall be construed as authorizing the Commission to affect changes in the Zoning Map or to add to the uses permitted in any zoning district.

**I have read Section 3382.05 Variance, and believe my application for relief from the requirements of the Graphics Code satisfies the four criteria for a variance in the following ways:**

Please see attached statement.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_



## Graphics Plan Update for Easton

Over the years there have been two major components for the Easton Graphics Plan. A graphics plan was approved for the Town Center and then the Fashion District. Additionally, graphics approvals occurred for new buildings as they were added to the Easton development, when existing building facades were modified or expanded and to meet specific tenant needs.

The owners of Easton have decided to update the Easton graphic plan to reflect the current development and to provide various options for new graphics as buildings change or are added to the development. The graphics plan for the Easton development shall apply to the area shown on Exhibit 1. The total graphic area for each tenant within the Easton development shall comply with the following conditions:

1. The amount of graphic area for an individual tenant is determined by the calculation described below:

Linear Feet of Façade	Retail	Restaurant	Anchor tenant larger than 30,000 SF
0-15 ft.	20 SF	30 SF	N/A
16 ft. – 30 ft.	48 SF	60 SF	N/A
31 ft. – 60 ft.	88 SF	120 SF	N/A
Over 60 ft.	Add 1.5 SF / L.F. Façade	Add 1.75 SF / L.F. Façade	3 SF / L.F. Façade

Office: SF of Tenant	Office
0 - 3, 000 SF	30 SF
3,001 – 15,000 SF	40 SF
Over 15,000 SF	50 SF

Said graphic area may be divided into wall, blade and/or projecting signage per the needs of the individual tenant.

2. Signs on awnings, canopies and window signage are allowed for each tenant. Said signage areas shall not count against the permitted graphics area for each tenant.

3. Mural Location. Easton may create mural locations within the Easton Development. These locations may not advertise a specific product or user. These murals may be painted on the building elevation or a material containing the mural may be applied to the building elevation. Examples of this type of mural are attached as Exhibit 2.



If an individual tenant wants to use a mural to advertise its' business or products, that mural will be considered part of that tenant's graphic area. The tenant may exceed its square footage allowance as calculated in item 1 above by 25% if that additional square footage is used for a mural.

4. Parking Garages may have up to 800 sq. ft. of graphic area. Said graphic area which may advertise the parking garage or the Easton development may be divided into wall, blade and/or projecting signs per the needs of the owner/developer of Easton. Individual retail, restaurant or office tenants which are located within the parking garage structure may have their own graphic area as determined by the calculation in item 1. Said individual tenant graphics shall not count against the 800 sq. ft. of graphic area allowed for the parking garage.

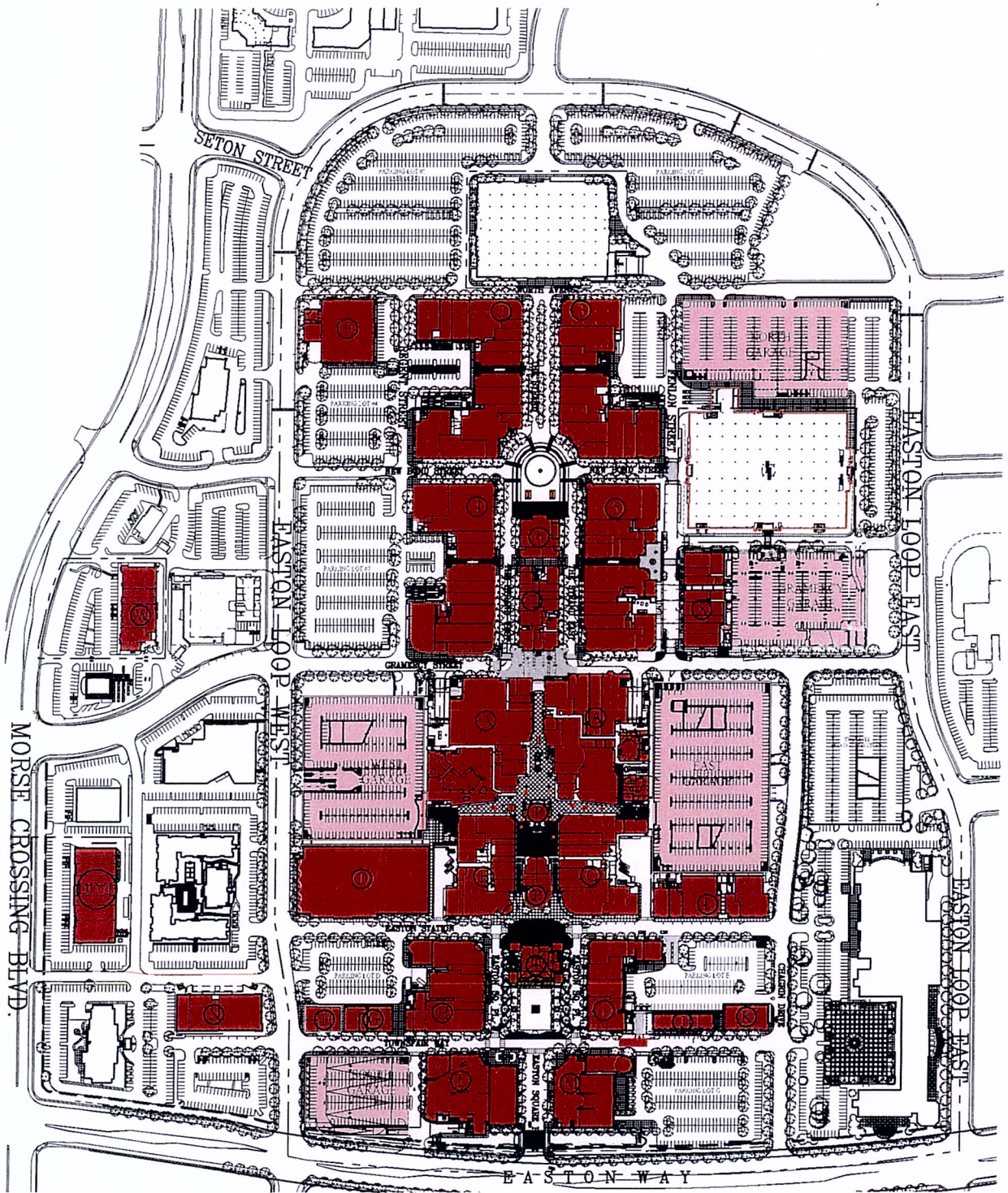
5. Notwithstanding the graphic area calculation in item 1 above individual tenants which do not have an exterior storefront in the Station Building (which is identified in Exhibit 1) are allowed signage on the exterior facades of the Station Building based on the following calculation:

	Retail	Restaurant
0 – 3,000 SF	20 SF	20 SF
3,000 – 5,900 SF	100 SF	100 SF
Over 50,000 SF	3,500 SF	3,500 SF

Said graphic area may be divided into wall, blade and/or projecting signage per the needs of the individual tenant. Tenants which have exterior storeroom facades in the Station Building, their graphic area will be calculated in accordance with item 1 above.

6. The developer may continue its wayfinding / branding signage as shown on the submitted Exhibit 3.





# first floor plan

1"=250'-0"



**Easton Town Center**  
COLUMBUS OH  
**SITE PLAN**  
DECEMBER 05, 2012

## DEVELOPERS

STERLING ASSOCIATES  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

## ARCHITECTS

THE GEORGETOWN COMPANY  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

## ENGINEERS

THE ENGINEER INC.  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

## LANDSCAPE ARCHITECTS

LANDSCAPE ARCHITECTS  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

## CONTRACTORS

CONTRACTORS  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

## GENERAL CONTRACTOR

GENERAL CONTRACTOR  
161 N. HIGHWAY 42 W. SUITE 201  
COLUMBUS, OH 43219

Ex 1



12x3

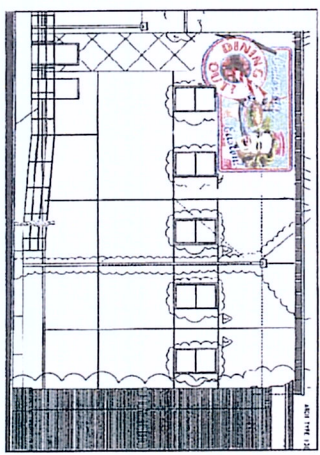
19'-6"

11'-3"



01 ELEVATION  
Scale: 1/2"=1'-0"

02 BUILDING H - WEST ELEVATION  
Scale: 1/15"=1'-0"



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EASTON.

DEVELOPERS

The Georgetown Company  
667 Madison Avenue  
New York, New York 10021  
Tel 212/755-2121  
Fax 212/755-3677

Stalder & Assmann  
2250 Mary Street, Suite 404  
Miami, Florida 33133  
Tel 305/441-5989  
Fax 305/441-9422

ENVIRONMENTAL GRAPHIC DESIGNERS

Development Design Group, Inc.  
750 East Street  
Baltimore, Maryland USA 21012  
Tel 410/942-0805  
Fax 410/784-0816

OWNER

Easton Town Center, LLC  
c/o The Georgetown Company  
667 Madison Avenue  
New York, New York 10021  
Tel 212/755-2121  
Fax 212/755-3677

Revised Signage Package

Date: 10/27/98

Revisions

1)	
2)	
3)	
4)	
5)	

WALL MURAL -  
BUILDING H

QUANTITY: 1

B2



Ex 2-2

**01 ELEVATION**  
Scale: 1/4" = 1'-0"

**02 BUILDING F - NORTH ELEVATION**  
Scale: 1/16" = 1'-0"

**OWNER**  
Easton Town Center LLC  
c/o The Georgetown Company  
667 Madison Avenue  
New York, New York USA 10021  
Tel: 212/692-2423  
Fax: 212/692-2423

**DESIGNERS**  
ENVIRONMENTAL GRAPHIC  
Development Design Group, Inc.  
736 East 86th  
Baltimore, Maryland USA 21202  
Tel: 410/962-0905  
Fax: 410/728-0816

**DEVELOPERS**  
The Georgetown Company  
667 Madison Avenue  
New York, New York USA 10021  
Tel: 212/692-2423  
Fax: 212/692-2423

**Signer & Associates**  
250 Albee Street Suite 404  
Miami, Florida USA 33133  
Tel: 305/441-8989  
Fax: 305/441-0422

**Revised Signage Package**  
Date: 10/27/98  
Revisions:

1)	
2)	
3)	
4)	
5)	

**WALL MURAL - BUILDING F**  
QUANTITY: 1

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Ex 2-3

21'-6"

31'-0"

01 ELEVATION  
Scale: 1/4"=1'-0"

02 BUILDING F-NORTH ELEVATION  
Scale: 1/32"=1'-0"

**EASTON.**

DEVELOPERS:  
The Georgetown Company  
667 Madison Avenue  
New York, New York 10022  
Tel: 212/652-2233  
Fax: 212/652-6679

OWNER & ASSOCIATES:  
250 Main Street, Suite 404  
Miami, Florida 33133  
Tel: 305/431-5959  
Fax: 305/431-9422

DESIGNERS:  
ENVIRONMENTAL GRAPHICS  
750 Third Street  
Baltimore, Maryland 21202  
Tel: 410/626-0805  
Fax: 410/784-0816

OWNER:  
Easton Town Center, LLC  
c/o The Georgetown Company  
667 Madison Avenue  
New York, New York 10022  
Tel: 212/652-2233  
Fax: 212/652-6679

Revised Signage Package  
Date: 10/27/98  
Revisions:

1)	
2)	
3)	
4)	
5)	

WALL MURAL-  
BUILDING I  
QUANTITY 1

**E4**

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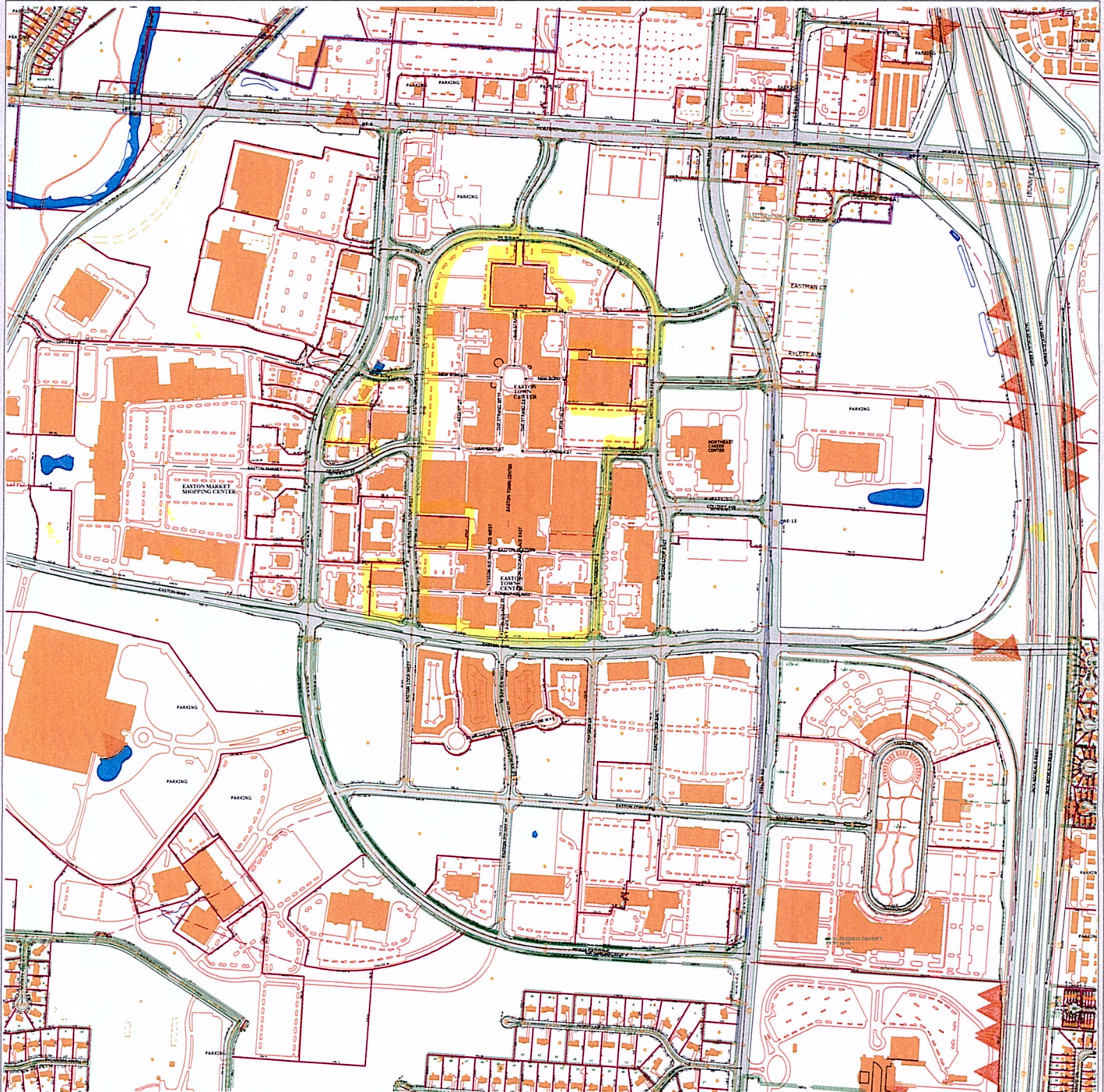




# CLARENCE E MINGO II FRANKLIN COUNTY AUDITOR

MAP ID: dlh

DATE: 10/22/12



Disclaimer

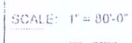
Scale = 1000



This map is prepared for the real property inventory within this county. It is compiled from recorded deeds, survey plats, and other public records and data. Users of this map are notified that the public primary information sources should be consulted for verification of the information contained on this map. The county and the mapping companies assume no legal responsibilities for the information contained on this map. Please notify the Franklin County GIS Division of any discrepancies.

Real Estate / GIS Department





## RECEIVED: 11 MAY 2012

[illegible]





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### PROJECT DISCLOSURE STATEMENT

Parties having a 5% or more interest in the project that is the subject of this application.

**THIS PAGE MUST BE FILLED OUT COMPLETELY AND NOTARIZED.** Do not indicate 'NONE' in the space provided.

APPLICATION # \_\_\_\_\_

STATE OF OHIO  
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (NAME) Jeffrey L. Brown c/o Smith & Hale LLC.

Of (COMPLETE ADDRESS) 37 W. Broad St., Suite 725, Columbus, OH 43215

deposes and states that (he/she) is the APPLICANT, AGENT OR DULY AUTHORIZED ATTORNEY FOR SAME and the following is a list of all persons, other partnerships, corporations or entities having a 5% or more interest in the project which is the subject of this application and their mailing addresses:

NAME	COMPLETE MAILING ADDRESS
ETC Garage, LLC	4016 Townsfair Way, Suite 201 Columbus, OH 43219
Easton Town Center II, LLC	4016 Townsfair Way, Suite 201 Columbus, OH 43219
Easton Town Center III, LLC	4016 Townsfair Way, Suite 201 Columbus, OH 43219
ETC Office, LLC	4016 Townsfair Way, Suite 201 Columbus, OH 43219
Easton Town Center, LLC	4016 Townsfair Way, Suite 201 Columbus, OH 43219
ETCBW	4016 Townsfair Way, Suite 201, Columbus, OH 43219

SIGNATURE OF AFFIANT

*Jeffrey L. Brown*

Subscribed to me in my presence and before me this 10th day of December, in the year 2012

SIGNATURE OF NOTARY PUBLIC

*David Hodge*

My Commission Expires:

*does not expire*



DAVID L. HODGE  
ATTORNEY AT LAW  
Notary Public, State of Ohio  
My Commission Has No Expiration  
Section 147.03 R.C.